

WE CLAIM:

1. A system for the automatic collection and conditioning of closed caption text comprising:

5 a tuner to receive at least one broadcast source,
a decoder operatively connected to said tuner to decode closed caption text streams in said at least one broadcast source,
a text handler operatively connected to said decoder to write said decoded closed caption text streams to one or more closed caption text files;
10 a server for storing said text files;
a previously submitted search profile originated from an inquiry client that is not currently accessing said server; and
processing means operatively connected to said server for automatically comparing said text files to said previously submitted search profile to create a search result and automatically contacting said inquiry client regarding said search result.

2. The system of claim 1, wherein said processing means automatically electronically transmits said search result to said inquiry client.

20 3. The system of claim 1, further comprising formatting means for formatting a printable document from said text file, said printable document having information that identifies said broadcast source and said inquiry client.

4. The system of claim 3, wherein said processing means automatically delivers said printable document to said inquiry client.

5. The system of claim 1, wherein said search results have an embedded link adapted to allow said inquiry client to directly access said text file.

6. The system of claim 1, further comprising conditioning means for conditioning said text files to impose format consistency upon said text files regardless of origin.

7. The system of claim 1, further comprising indexing means for indexing words in said text files for later retrieval.

8. A method for the automatic collection and conditioning of closed caption text comprising the steps of:

- (a) receiving at least one broadcast source;
- (b) decoding closed caption text streams in said at least one broadcast source;
- (c) writing said decoded closed caption text streams to one or more closed caption text files;
- (d) storing said text files;
- (e) automatically comparing said text files to a previously submitted search profile from an inquiry client that is not currently accessing said server to provide a search result; and
- (f) automatically contacting said inquiry client regarding said search result.

9. The method of claim 8, wherein said automatically contacting said inquiry client further comprises transmitting said search result to said inquiry client.

10. The method of claim 8, wherein step (e) further comprises formatting a printable document from said text file, said printable document having information that identifies said broadcast source and said inquiry client.

11. The method of claim 10, wherein automatically contacting said inquiry client includes electronically delivering said printable document to said inquiry client.

12. The method of claim 8, wherein automatically contacting said inquiry client includes electronically delivering said search results and wherein said search results comprise an embedded link adapted to allow said inquiry client to directly access said text file.

13. The method of claim 8, further comprising the step of conditioning said text files to impose format consistency upon said text files regardless of origin.

14. The system of claim 8, further comprising the step of indexing words in said text files for later retrieval.

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15. An automatically electronically deliverable database comprising:

search resultant text comprising (a) substantially real-time geographically diverse decoded closed caption texts having format consistency, and (b) non-current inquiry client search profile indicia, wherein said decoded closed caption texts comprise said profile indicia.

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16. The database of claim 15, wherein said profile indicia comprises user-defined information selected from the group consisting of: key words, key phrases, selected stations, selected markets, when the text inquiry definition should be compared against the database of text files, limits to the search results, user name, user password, user e-mail address, limitations on user access, and combinations thereof.

17. A method for the automatic targeting of a prospective customer of information relevant to said prospective customer comprising:

- (a) providing a search profile relevant to said prospective customer;
- (b) receiving at least one broadcast source;
- (c) decoding closed caption text streams in said at least one broadcast source;
- (d) writing said decoded closed caption text streams to one or more closed caption text files;
- (e) storing said text files;
- (f) automatically comparing said text files to said step (a) provided search profile to create a search result; and
- (g) automatically contacting said prospective customer regarding said search result.

18. The method of claim 17, wherein step (g) further comprises electronically transmitting said search results to said prospective customer.

19. The method of claim 17, wherein said search result has an embedded link adapted
5 to allow said prospective customer to directly access said text file.

20. The system of claim 17, further comprising formatting means for formatting a printable document from said text file, said printable document having information that identifies said broadcast source and said prospective customer.

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